

**Amy Santee**

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August 2, 2014

Greetings,

I am writing to express my interest in the User Advocacy Research Lead position at XXXXXXXX. This position stands out as an excellent opportunity for me to contribute my experience in research and project management to an organization that truly values the user in the design process.

I am currently a User Experience Researcher at Empirical, a design firm in Portland, OR. My responsibilities focus primarily on designing, conducting and managing qualitative research for clients in the tech and automotive sectors (e.g., Intel and Jaguar Land Rover.) As a consultant, my role involves working with clients to identify and develop research projects that address business goals, collaborating with designers and developers on prototype and concept design, and advocating for users in the delivery of design recommendations.

Some of the projects I have worked on in my current position have addressed challenges in the following areas: software UI design; small business technology needs; optimizing hardware for 4K video; digital stylus accuracy; photo editing software; 3D camera technology; mobile device productivity; software developer support programs; and in-vehicle infotainment (IVI) systems. Previously I have conducted research in urban development, community health initiatives, insurance and financial services, and organizational development.

From exploratory research to usability testing, I believe the best way to provide value to users is to include them in the design process. As a formally trained anthropologist and ethnographer, I especially enjoy conducting qualitative and contextual research to get an in-depth and realistic understanding of real-world experiences. My approach to figuring out what is truly important to people is to interact with them, empathize with their worldviews, goals, challenges and values, and to advocate for them in order to create truly relevant, meaningful experiences.

My education in applied anthropology and my experiences in business, non-profit and community research have instilled in me an exceptional work ethic and an eagerness to continue growing and learning as a professional. I look forward to the possibility of applying my background and experiences in this role, and having a real impact on the XXXXXXXX mission.

I am very excited to apply for this position and would appreciate the chance to discuss this opportunity in more detail. Thank you very much for your time and consideration.

Sincerely,

Amy Santee